



WPTV

# ORDER

Print Date 09/18/12

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Flight Dates **09/19/12-09/24/12**

Contract / Revision      **311267 /**

Original Date / Revision  
09/17/12    09/17/12

Advertiser **NRSC - Mack**

Agency    **McLaughlin & Associates**

Buying Contact

**919 Prince Street  
Alexandria, VA 22314**

Product  
**NRSC/Mack**

Agency Com    15%

Billing Contact  
**919 Prince Street  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **481**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 47%    Market Value 53159

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	53%	28174
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	31	\$21,237.25	\$24,985.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$21,237.25</b>	<b>\$24,985.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	31	\$21,237.25	\$24,985.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	09/19/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/19/12	09/25/12	1-----			1		\$400.00		0.00				
N 3	WPTV	09/19/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	--111--	:30	3	\$650.00	FX	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/19/12	09/25/12	--111--			3		\$650.00		0.00				
N 4	WPTV	09/19/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-111--	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00



**WPTV**

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Contract / Revision    **311267**    Flight Dates **09/19/12-09/24/12**

Hiatus Dates

Original Date / Revision    09/17/12/    09/17/12

Order Sep    00:20:00

Advertiser    **NRSC - Mack**

Product **NRSC/Mack**

Estimate #    **481**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WPTV	09/19/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-111--	:30	4	\$325.00	P-1	0.00 NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1-111--					4	\$325.00		0.00		
N 5	WPTV	09/19/12	09/24/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1-----	:30	1	\$135.00	P-3	0.00 NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1-----					1	\$135.00		0.00		
N 6	WPTV	09/19/12	09/24/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--111--	:30	3	\$125.00	P-3	0.00 NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	--111--					3	\$125.00		0.00		
N 7	WPTV	09/19/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	--11---	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	--11---					2	\$1,600.00		0.00		
N 8	WPTV	09/19/12	09/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	1--1---	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1--1---					2	\$1,600.00		0.00		
N 9	WPTV	09/19/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-111--	:30	4	\$1,800.00	FX	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1-111--					4	\$1,800.00		0.00		
N 10	WPTV	09/19/12	09/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-1----	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1-1----					2	\$950.00		0.00		
N 11	WPTV	09/19/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	1-----					1	\$600.00		0.00		
N 12	WPTV	09/19/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--111--	:30	3	\$725.00	P-1	0.00 NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	--111--					3	\$725.00		0.00		
N 13	WPTV	09/19/12	09/24/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	-----S-					1	\$450.00		0.00		
N 14	WPTV	09/19/12	09/24/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$550.00	P-1	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	-----S-					1	\$550.00		0.00		
N 15	WPTV	09/19/12	09/24/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/19/12	09/25/12	-----S					1	\$275.00		0.00		
N 16	WPTV	09/19/12	09/24/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00 NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Advertiser    **NRSC - Mack**

Product **NRSC/Mack**

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														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N16	WPTV	09/19/12	09/24/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00		
				Su 8-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	-----S					1	\$1,075.00		0.00					
N17	WPTV	09/19/12	09/24/12	Su 10-1030a	CM	10-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00		
				Su 10-1030a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	-----S					1	\$200.00		0.00					
														Totals		31	\$24,985.00